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Salem NY Test Market Comments Report
Week Ending May 22, 1998

City	State	UsualBrand_Desc	Sex	Age	Text	Brand Style Calling About
JAMAICA	NY	UNKNOWN	F	Written	PURCHASED LIGHTS 100 BOX - DISLIKES HAVING A GREEN FILTER CIGT- USUALLY SMOKES SALEM LIGHT 100S SP- DOES NOT LIKE WASTING HER MONEY	S... SALEM LIGHTS 100S FLIPTOP BOX
N MASSAPEQUA	NY	MONARCH	F	51	wanted to know if she had won anything because of the green cigarette and requesting coupons	S... SALEM FF SLIDE BOX
NORTHPORT	NY	SALEM PREFERRED	F	43	cons ? the green cigarette	S... SALEM LIGHTS SLIDE BOX
ROCHESTER	NY	NEWPORT	F	37	WILL SHE DIE FROM THE GREEN DYE IN THE CIGARETTE FILTER	S... SALEM FF SLIDE BOX
LINDENHURST	NY	SARATOGA	F	51	cons had ? on green cig	S... SALEM FF SLIDE BOX
STATEN ISLAND	NY	SALEM PREFERRED	F	50	GREEN CIG?	S... SALEM LIGHTS 100S FLIPTOP BOX
JAMAICA	NY	SALEM	F	36	green cigarette questions.	S... SALEM LIGHTS 100S FLIPTOP BOX
RONKONKOMA	NY	SALEM	F	40	What is the green cigarette for?	S... SALEM LIGHTS 100S FLIPTOP BOX
BABYLON	NY	SALEM	M	38	GREEN CIG?	S... SALEM LIGHTS 100S FLIPTOP BOX
HUNTINGTON	NY	SALEM	F	42	green-filter	S... SALEM LIGHTS 100S FLIPTOP BOX
FOREST HILLS	NY	NEWPORT	F	27	green cig	S... SALEM LIGHTS SLIDE BOX
BROOKLYN	NY	SALEM	F	63	wanted to know about green cig.	S... SALEM LIGHTS SLIDE BOX
CHICAGO	IL	SALEM	M	36	CONS HAD ? ON THE GREEN CIG	S... SALEM LIGHTS 100S FLIPTOP BOX
JAMAICA	NY	SALEM	F	45	green filter	S... SALEM FF 100S FLIPTOP BOX
STATEN ISLAND	NY	SALEM	F	50	Softpack smoker, purchased the flip-top style, wondering about green filter	S... SALEM LIGHTS 100S FLIPTOP BOX
MANORVILLE	NY	SALEM	F	53	WHY IS THE GREEN CIGARETTE IN THE BOX	S... SALEM LIGHTS 100S FLIPTOP BOX
MANORVILLE	NY	SALEM	M	54	wanted to make sure there was nothing wrong with the cigt or that it was not a "trick" cigt. hoped he had won $100,000	S... SALEM LIGHTS 100S FLIPTOP BOX
WEST BABYLON	NY	SALEM	F	55	softpack smoker, prefers the regular Salem...prefers the other packaging..prefers the white filter...asked about green filter	S... SALEM LIGHTS 100S FLIPTOP BOX
TARRYTOWN	NY	SALEM	M	53	wanted to know if the "recipe" had changed	SALEM LIGHTS SP

Source: https://www.industrydocuments.ucsf.edu/docs/rfvy0000

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City	State	UsualBrand_Desc	Sex	Age	Text	Brand Style Calling About
JAMAICA	NY	SALEM	M	35	He bought Salem Lts 100s wanted to know what is the green cigarette.	S... SALEM LIGHTS 100S FLIPTOP BOX
BRONX	NY	SALEM	F	56	GREEN!	S... SALEM FF SLIDE BOX
BROOKLYN	NY	SALEM	M	49	wanted to know if he had won anything	S... SALEM FF SLIDE BOX
JERMYN	PA	NEWPORT	M	38	Lives in PA, makes frequent trips to NY on business, green filter questions..positive	S... SALEM FF SLIDE BOX
BRONX	NY	SALEM	M	32	THOUGHT HE HAD WON SOMETHING!	S... SALEM FF SLIDE BOX
BRONX	NY	NEWPORT	F	39	Her UB is Newport. She does not like the Salem Lts Slide Box. Suggests we have it perforated where smoker would not have to "push". Prefers opening at the top.	S... SALEM LIGHTS SLIDE BOX
BRONX	NY	NEWPORT	M	34	IS THERE A CONTEST GOING ON WITH THE GREEN FILTER CIGARETTE	S... SALEM FF SLIDE BOX
SMITHTOWN	NY	SALEM	M	22	green filter / positive	S... SALEM FF SLIDE BOX
FLUSHING	NY	SALEM	M	54	WANTED TO KNOW IF HE COULD SMOKE THE GREEN CIG.	S... SALEM LIGHTS 100S FLIPTOP BOX
PHILADELPHIA	PA	SALEM	M	42	green cig? also asked when or if they will be avail in his area.	S... SALEM LIGHTS SLIDE BOX
SMITHTOWN	NY	SALEM	F	36	BOUGHT NEW SALEM IN BOX AND FOUND THE GREEN-FILTERED CIGT, WAS AFRAID TO SMOKE IT, CALLED TO SEE IF WE HAVE A CONTEST GOING ON.	S... SALEM FF SLIDE BOX
LOUISVILLE	KY	SALEM	F	36	really likes the new slide box	S... SALEM FF SLIDE BOX
BROOKLYN	NY	SALEM PREFERRED	F	54	cons ? the green cig / positive	S... SALEM FF SLIDE BOX
WORTH	IL	SALEM	M	43	green cig...picked up on visit to NY	S... SALEM LIGHTS SLIDE BOX
BAY SHORE	NY	SALEM	F	54	Product Quality: found a white plastic oval in the Slide Box Regulars . . . sending mailer to pick	S... SALEM FF SLIDE BOX

Source: https://www.industrydocuments.ucsf.edu/docs/nvy0000